

## CLAIMS

1. An interactive method for making on-line commercial transactions in a communication network among electronic computers, of the type comprising terminals
- 5 (28) of customers or users of the network and at least one server for connecting dealers in products or services to stores by connection means for on-line purchasing of said products or services, characterised in that it comprises the following steps:
- 10 - storing information and data regarding said products and services;
- connection between said stores and at least one virtual representation of their environments and location; and
- 15 - reception of at least one request to said dealers on the part of at least one customer, said request comprising requests for information on said products or services and on the modalities of the transaction.
2. An interactive method according to claim 1, characterised in that it further envisages the creation
- 20 of one or more web pages for 360-degree panoramic and immersive display of the internal environments and of the premises of said stores, as well as for information on said products and services, and the transmission of
- 25 web-type menu pages to said customer terminals (28) from which said requests arrive.

4. An interactive method according to claim 3, characterised in that it further comprises the steps of initial choice (30) of a location for virtual navigation, a choice (18) of at least one shop, store, commercial centre, hotel, or the like, in which to make purchases, a visit (19) inside a chosen store, with the possibility of moving around from one part to another of said establishment and having an immersive and 360-degree panoramic view of the environments, a choice (20) of at least one product or service, and gathering together (22) of said products or services inside a virtual shopping cart and carrying them into a given area of said store.

5. An interactive method according to claim 4,  
25 characterised in that it envisages a further step of  
activation (23, 24) of at least one chat line or

audio/videoconference by the customer with other customers visiting the premises in order to exchange opinions and impressions on said products or services and on their technical and commercial characteristics, and with at least one dealer, receptionist or employee of the store in order to obtain further technical information, carry out negotiations on the terms of the transaction and on the conditions of payment, or discuss the method of delivery of said products or services.

6. An interactive method according to claim 5, characterised in that it further envisages a step of payment for said purchased products or services in a secure, unique and coded way.

7. An interactive system implementing a method according to claim 1, characterised in that said remote computer terminal (28) of a customer-buyer comprises at least one central processing unit (10), at least one interface (11) for connecting up to the network, at least one pointer device or mouse (12), a keyboard (13), a display screen (15) for displaying web pages, a RAM memory (16), and a drive (17) of the hard disk of said computer terminal (28).

8. An interactive system according to claims 7 and 4, characterised in that said navigation inside said chosen location and inside environments of said stores

takes place according to a method of displaying movements in three-dimensional space, starting from a two-dimensional movement of said pointer device (12).

9. An interactive system according to claims 8 and 2,  
5 characterised in that said web page available to the customer is displayed via Internet and comprises a first area (31) designed to represent logos and advertising messages, a space (32) which enables a connection with other web pages, a second area (33)  
10 which represents at least one immersive and 360-degree panoramic interactive environment of said store chosen by the customer, other areas (34, 35) where the address and logo of the chosen store are represented, and a portion (36) for choosing a different part or  
15 environment of the same store.

10. An interactive system according to claim 9, characterised in that there are provided a buttons (37) for moving around inside said environment and a set of push-buttons (38) for choosing, enlarging, reducing,  
20 and changing the views, and for the dragging of said products or services.

11. An interactive system according to claim 9, characterised in that further areas (39, 40) of said web page refer to functions for activation of sound,  
25 starting of search procedures, displaying (45) of town plans and maps, activation of at least one chat line or

audio/videoconference with other visitors to said site or with dealers, receptionists or employees of the store, displaying (41) of the nicknames of the people who send network messages, and displaying (42, 43) and  
5 sending (44) of current messages and of entire dialogues between the customers.

12. An interactive system according to claims 8 and 2, characterised in that a web page, which is available to at least one employee of the chosen store comprises  
10 means (46) for activating a chat line or an audio/videoconference from the computer terminal, which is installed inside said store, with various control options, such as activating and deactivating said chat line, definitively closing said chat line, and sending  
15 messages.